



stio[®]

Integrating Market Research and Creative Strategy: An Advertising Proposal for Stio

EXECUTIVE SUMMARY

This project will consist of the following:

INDUSTRY RESEARCH

The U.S. outdoor apparel industry is characterized by rising participation in outdoor activities, growing demand for premium and sustainable gear, and a shift toward versatile and durable products.

PERSONA DEVELOPMENT

Creation of personas to guide marketing and engagement strategies to balance authenticity, sustainability, and accessibility across diverse outdoor audiences.

MEDIA PLAN

A multi tiered digital media plan to be implemented over a 6 month period.

STIO BACKGROUND

Stio is a premium outdoor apparel brand that emphasizes a “mountain athlete” brand identity.

PROPOSED CAMPAIGN

Research informed campaign concept and a series of digital and print advertisements mock ups.



INDUSTRY OVERVIEW

OUTDOOR GEAR IS NO LONGER JUST FOR THE OUTDOORS

It's apart of everyday life.

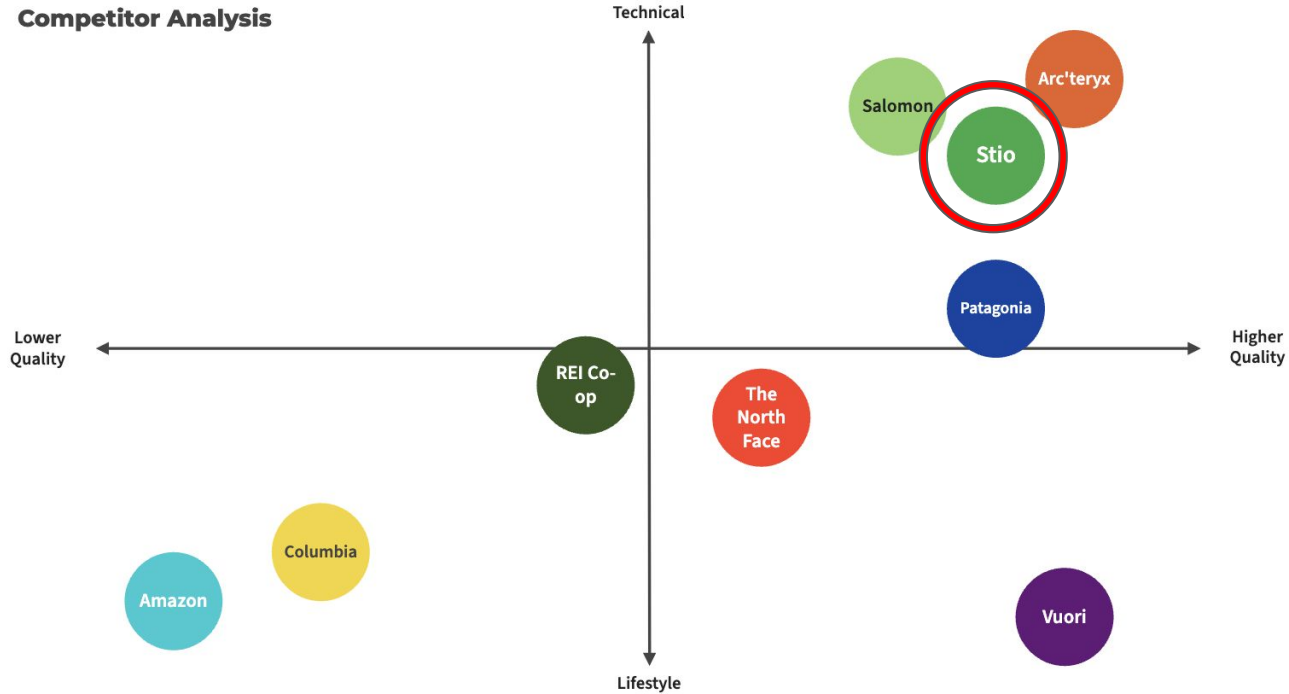
Outdoor Apparel Industry Market Trends

- Product innovation focused on **versatility, modularity & lightweight design**.
- **181M Americans** participated in outdoor activities in 2024 → **+5M YoY growth**.
- Despite growing participation, **sales pressured by weaker consumer confidence**.
- Trend toward **multi-activity apparel** (e.g., jackets for skiing, hiking, casual).

COMPETITIVE LANDSCAPE

Crowded space, lots of competition.

Competitor Analysis



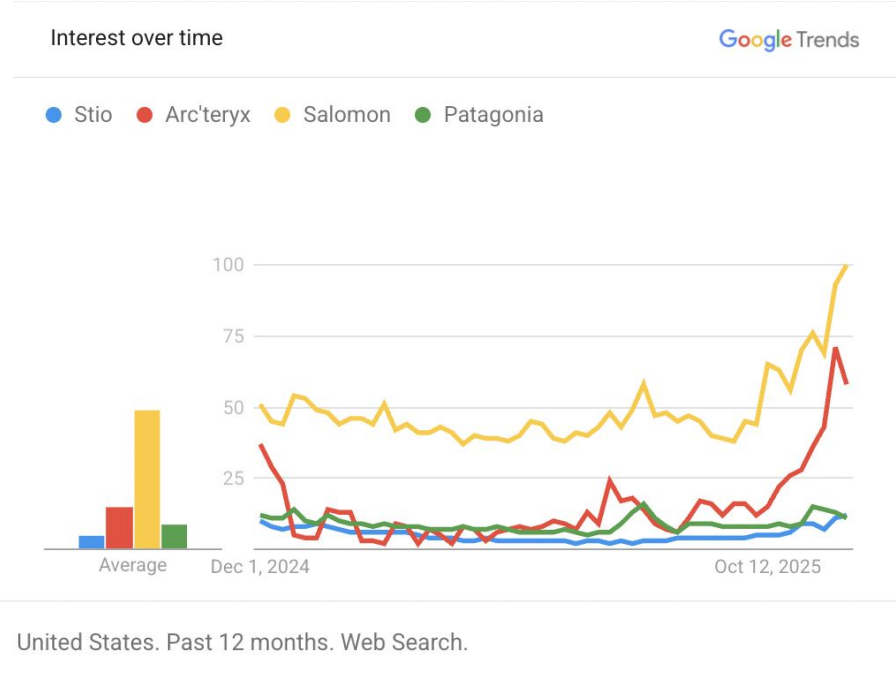
GOOGLE TRENDS HIGHLIGHTS ARC'TERYX AND SALOMON

Arc'teryx's Popularity Spike

- Mainstream outdoor brands (Patagonia, The North Face) created a status market for more premium gear - Arc'teryx's positioning
- Cultural visibility: Celebrity wearers (Drake, Frank Ocean, David Letterman) & a viral TikTok trend of people showering in Arc'teryx jackets
- Attention led to major sales growth (up 65% year over year).

Salomon's Steady Rise

- Gorp Core + streetwear trends made Salomon easy to style. Adoption was organic - kids brought trail shoes into cities.
- Authentic strategy: keep performance tech unchanged. Maintained balanced focus: 50% performance, 50% sportstyle.
- Celebrity wearers and brand collaborations pushed Salomon mainstream.



CONSUMER TRENDS IMPACTED BY NEW FACTORS



Customers desire versatility: outdoor products that fit every part of daily life.



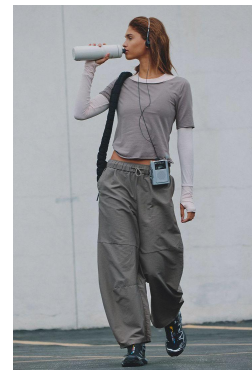
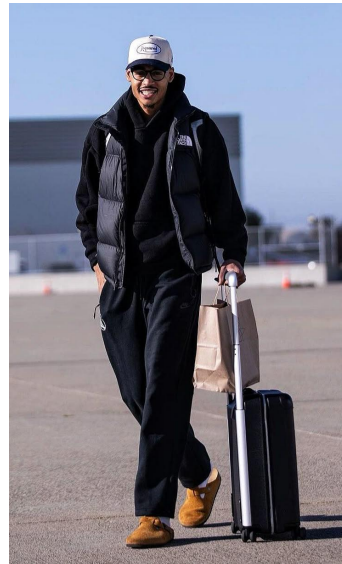
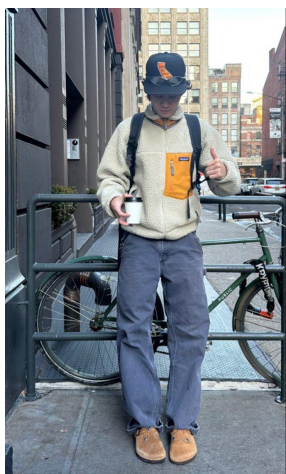
Eco-conscious buyers prioritize sustainable fabrics & ethical production.



Social media & influencers shaping outdoor fashion (blend of style + performance).

Key Trend:

Outdoor apparel now seen as lifestyle wear.

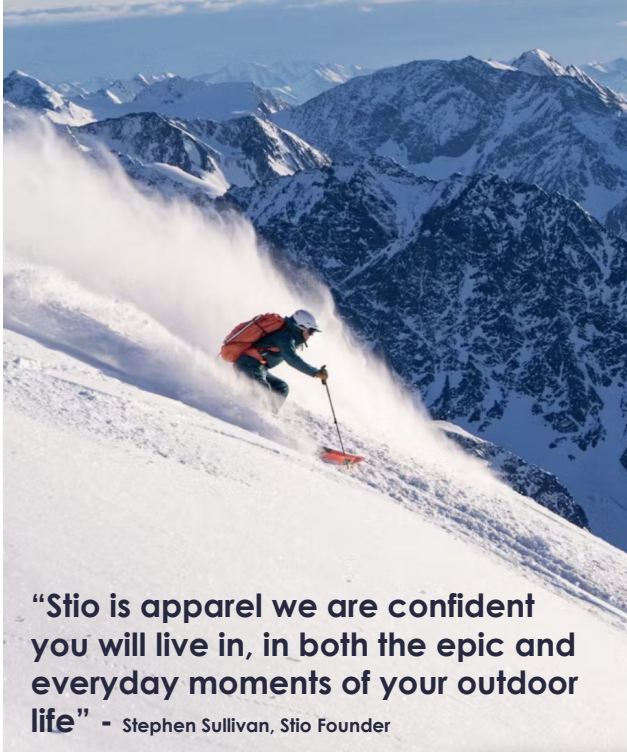


**Everyday
Athleisure**

The Rise of "Gorp Core"

COMPANY OVERVIEW

ORIGIN STORY & MISSION



Originated from **mountain athlete culture** in Jackson, WY.

Mission: “Make it easy for people to do more of what they love.”

Core Values



Protection



Mobility



Durability



Fit

STIO AT A GLANCE

\$20M

Capital raised in
2023.

\$100M

In estimated
gross revenue,
2024.

28%

2023/24 growth.

STIO BRAND PERSONA

MOUNTAIN AUTHENTIC

Rooted in serious alpine credibility.

PREMIUM PRAGMATIST

Willing to invest in quality for durability.

CONSCIOUS CONSUMER

Eco-aware, values sustainability.

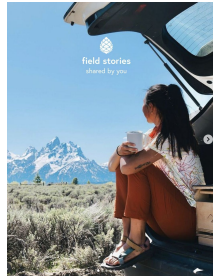
COMMUNITY BUILDER

Brand as a connector for outdoor culture.

STIO BRAND POSITIONING

Focus: Premium lifestyle + technical authenticity.

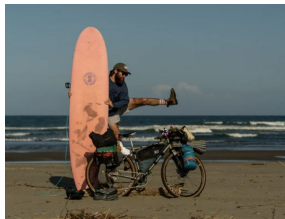
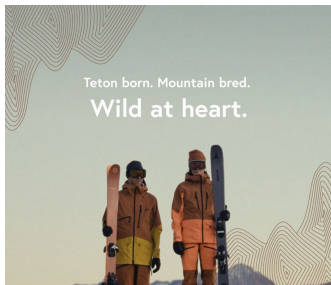
SOCIAL PRESENCE



IN STORE ACTIVATION



MEDIA



Mystery Tour: A Japanese Bikepacking Adventure



STRATEGIC OPPORTUNITIES

EMBRACE VERSATILITY

Show versatility in marketing: the consumer wants gear that will live with them around town AND on adventures.

MAINTAIN EXCLUSIVITY

Keep the core, mountain athlete customer at the front of messaging as the brand expands to a more mainstream audience to retain the aspirational pull of the brand.

BUILD COMMUNITY

Let Stio build a space for like-minded outdoors people to connect, through in store events, pro and military discounts, and storytelling in marketing.

STRATEGIC CHALLENGES

MAINTAINING CREDIBILITY

Maintaining a technical reputation with hardcore enthusiasts is crucial with the push into versatile & lifestyle clothing. Balance between the two is paramount.

AUTHENTICITY

Remaining authentic to Stio's mountain towner roots despite brand growth and spread. Messaging should still ring true for the core consumers that embody Stio's principals.

BRAND DILUTION

Stay true to the brand's message and don't let the core consumer become alienated as growth accelerates and a wider crowd catches on to Stio's "cool" factor.

A scenic landscape featuring a mountain range with a prominent peak, a lake reflecting the sky and mountains, and a blue text box overlaid on the left side. The sky is filled with colorful clouds, and the foreground shows a grassy field and water with lily pads.

PROPOSED CONSUMER PERSONAS

GRADUATED GROM



“I’m leveling up my outdoor gear game as I transition from budget buys to premium.”

Values

Authenticity, community, and experiences > material things

Motivators

Lifestyle identity (wants to “look the part” outdoors + in the city)

Media Consumption

Follows brands on Instagram/TikTok; influenced by social media style trends

Demographics

Age: 22-32

Gender: Mostly male (but inclusive of female segment)

Income: \$55k-\$75k

Location: Mountain towns, outdoor-adjacent cities (Denver, Salt Lake City, Portland)

Unmet Needs

Wants premium look/function, but affordability is still a barrier

Seeks gear that transitions from hiking/biking to casual social settings

Feels underserved by brands that only target hardcore athletes or older professionals

Source: IBIS World Report.

MOUNTAIN MAVEN



“The outdoors isn’t a hobby, it’s who I am, and I expect my gear to keep up.”

Values

High performance, durability, sustainability

Motivators

Sees premium apparel as a reflection of commitment to outdoor lifestyle

Identity

Core identity tied to outdoor pursuits (skiing, trail running, climbing, backpacking)

Demographics

Age: 24-48

Gender: Split male and female

Income: \$100k-\$150k

Location: Mountain towns, Colorado, California, Pacific Northwest; destination travel to mountain resorts

Unmet Needs

Wants clearer differentiation between “performance gear” vs. “lifestyle outdoor”

Struggles to find high-quality apparel that is both technical and stylish enough for everyday wear

Overwhelmed by crowded marketplace of similar offerings

Source: IBIS World Report.

ECO EXPLORER



“I care as much about the planet as the adventure.”

Values

Climate, conservation, ethical sourcing

Motivators

Belonging to communities that share responsible outdoor ethos

Influenced by

Thought leaders, sustainability blogs, and environmental activist

Demographics

Age: 26-40

Gender: Slight female skew

Income: \$70k-\$90k

Location: Urban centers with easy access to nature (Seattle, Denver, San Francisco, Salt Lake City)

Unmet Needs

Distrustful of greenwashing — needs proof (certifications, transparent storytelling)

Occasionally feels eco-apparel sacrifices performance or style

Wants more options for fashion-forward + functional sustainable apparel

Source: IBIS World Report.

SEASONED SEEKER



“I finally have the time to enjoy the outdoors, and I want gear that supports me, not slows me down.”

Values

Quality, comfort, and reliability over chasing trends

Motivators

Maintaining an active lifestyle, community, and adventure travel

Priorities

Safety and performance (waterproof, insulated, ergonomic design)

Demographics

Age: 55-72

Gender: Split male and female

Income: \$90k-\$130k (pensions, investments, savings)

Location: Mountain communities, resort towns (Jackson Hole, Sun Valley, Park City, Aspen), but also suburban areas with travel access

Unmet Needs

Wants gear that blends premium performance with ease of use

Needs better storytelling around longevity of gear (durability, investment value)

High offline shopper: prefers to try gear in-store to ensure fit and comfort

Source: IBIS World Report.



THE CAMPAIGN

CAMPAIGN OBJECTIVES

REVENUE GROWTH

Drive sales by demonstrating “One gear fits all” versatility of Stio gear.

BRAND DIFFERENTIATION

Stand out in a crowded marketplace by proving technical capabilities and mountain athlete authenticity.

BRAND EXCLUSIVITY

Portray aspirational mountain towner lifestyle.

KPIs

E-COMMERCE CONVERSION RATE

Measures success of campaigns in driving purchase behavior.

ENGAGEMENT RATE ON OWNED PLATFORMS

Indicates message is resonating.

BRAND AFFINITY SCORE

Measures how aspirational identity is landing.

Modern mountain towners crave extremes and ease in equal measure. They want adrenaline and calm, sunrise climbs and sunset beers. And they want gear to keep up with all of it.

This campaign highlights the balance between..

Extreme endeavors

Around town cool-downs.

...and proves Stio has the gear to do it all.

THE GEAR THAT DOES IT ALL

This campaign shows mountain athletes using Stio apparel for both the epic and the everyday, using side by side comparison and alliterative copy to illustrate the many uses of Stio.

Note: In the real campaign, the model will be wearing the same outfit in both shots to prove versatility.



Example Social Placements

Stio.com Sponsored

Evening turns

Beer earned

STIO.COM
The gear that does it all

Shop now

Like Comment Share

Seasoned seeker

stio Sponsored

Morning row

Fireside glow

Shop Now

Eco explorer

stio Sponsored

Morning sun

Trail run

Shop Now

198 Likes

stio The gear that does it all.

Example Catalogue





NEW

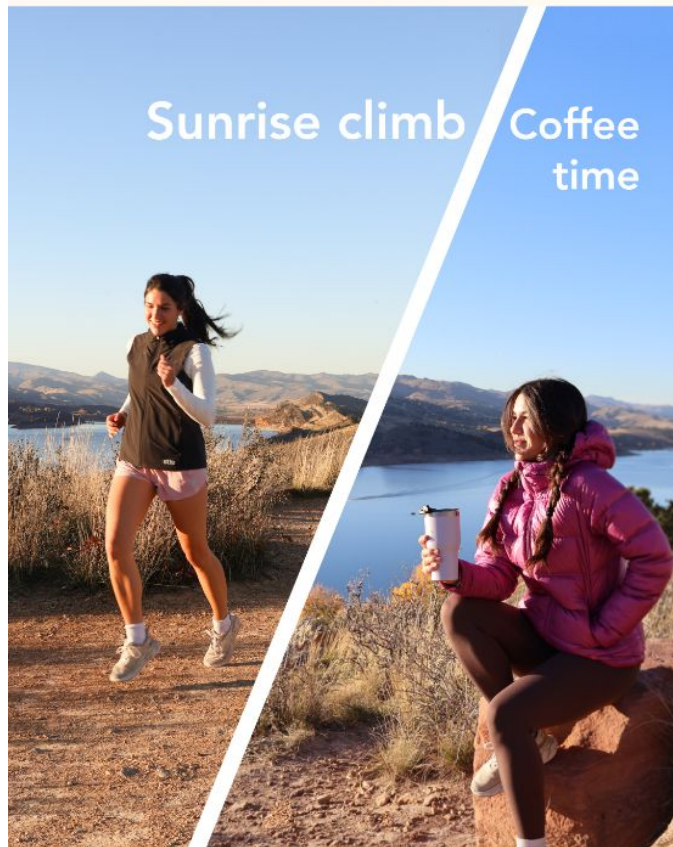
MEN

WOMEN

KIDS

Email Placements

**Mountain maven
targeting.**



The gear that does it all.

From type two fun to morning sun, running wild to staying mild, Stio gear keeps up with it all. Our new collection focuses on supporting you through all aspects of your lifestyle, both the extreme and the easygoing.



Dawner Vest



Second Light Short

MEDIA PLAN

FUNNEL BASED MEDIA PLAN

This campaign will take place from 1/1 to 6/30. The total budget of this campaign is \$120,000.

Awareness: 20% of ad spend:

- Meta
- Youtube.

New users enter the funnel for retargeting.

Broader audience exposure boosts consideration and purchase efficiency later.

Consideration: 25% of ad spend:

- Meta
- Influencer Marketing.

Builds trust and showcases product benefits, moving audiences closer to purchase.

Conversion: 55% of ad spend:

- Google Shopping
- Paid Search
- Google Performance Max
- Meta Dynamic Product

The majority of the budget is focused on conversion to capture ready-to-buy audiences and maximize revenue.

WHAT I COVERED TODAY

Industry Overview

- Competitive landscape is crowded with lots of similar offerings
- Consumers driven by eco consciousness, social media & influencers, and versatility
- Key trend: Outdoor apparel now seen as lifestyle wear.

Company Overview

- Strategic opportunities include embracing versatility, maintaining exclusivity, and build community.
- Challenges include maintaining credibility, authenticity, and brand dilution.

Consumer Personas

- Used research to inform consumer personas
- Personas are Graduated Grom, Mountain Maven, Eco Explorer, and Seasoned Seeker.

The Campaign

- Objectives include revenue growth, brand differentiation, and brand exclusivity.
- Campaign highlights the balance between the everyday & the epic and shows Stio has the gear that does it all

Media Strategy & Plan

- Determined recommended channel mix and strategy
- Funnel based media plan: 20% awareness, 25% consideration, and 55% conversion

SOURCES

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THANK YOU

APPENDIX

OUTDOOR APPAREL INDUSTRY



Apparel sales stagnant. **Accessories & footwear are growth engines.**



Equipment category declining as consumers reduce big-ticket purchases.



Market recovering after pandemic surge → **demand normalization.**

\$28B

In U.S. outdoor retail sales in 2024.

Source: OIA, 2025.

DISTRIBUTION CHANNELS: ONLINE DISCOVERY, IN STORE VALIDATION

Retail

Make up 62.5% of sales in 2024, 2.9% increase compared to 2023. Consumers prefer hands on testing for fit, durability, and comfort before purchasing.

Omnichannel

Online share growing with omnichannel integration - trend toward buying online, returning/trying on in-store.

Web/social

Social commerce & influencer-driven shopping emerging as growth channels.



CONSUMER DEMOGRAPHICS

Growing **eco-conscious millennial & Gen Z** base driving sustainable purchases.

Men slightly outweigh women 59% to 41%.

Youth segment smaller but key for **long-term brand loyalty**.

REGULATORY AND ECONOMIC FACTORS

TAX

State tax variations → competitive imbalance (e.g., NH no sales tax).

COMPLIANCE

Regulatory oversight: CPSC safety standards, FTC textile labeling.

ECONOMY

Consumer demand tied to discretionary income & macroeconomic cycles.

MEDIA PLAN

Stio

2025 EXTREME/EASE CAMPAIGN
TOTAL BUDGET: \$120,000

CHANNEL	AUDIENCE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	KPI	Est. Audience	Cost-Per-Result	2025 TOTAL								
BRAND AWARENESS																			
META (Broad)	1/1											4/31							
		\$1,000	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,125	\$1,125	\$1,125	\$1,125	IMPRESSIONS	1,071,428	\$14.00	\$15,000		
YOUTUBE	1/1											4/31							
		\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$668	IMPRESSIONS	1,600,000	\$5.00	\$8,000		
TOTAL AWARENESS		\$3,333	\$3,333	\$4,133	\$4,333	\$3,583	\$3,585										19.17%	\$23,000	
CONSIDERATION																			
META (Retargeting)	1/1											4/31							
		\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	CLICKS	53,571	\$0.28	5% CTR	\$15,000	
INFLUENCER MARKETING	1/1											4/31							
		\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	IMPRESSIONS	75,000	\$200.00 CPM		\$15,000	
TOTAL CONSIDERATION		\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000					25.00%	\$30,000	
CONVERSION																			
GOOGLE SHOPPING	1/1											4/31							
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	CONVERSIONS	380	\$65.78	1.6% CR	\$25,000	
PAID SEARCH	1/1											4/31							
		\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	CONVERSIONS	420	\$59.52	4.45% CR	\$25,000	
GOOGLE PERFORMANCE MAX	1/1											4/31							
		\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583	CONVERSIONS	184	\$52.23	2.37% CR	\$7,000	
META DYNAMIC PRODUCT	1/1											4/31							
		\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	CONVERSIONS	396	\$25.25	1.98% CR	\$10,000	
TOTAL CONVERSION		\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500					55.83%	\$67,000
TOTAL		\$11,833	\$27,666	\$12,333	\$3,500	\$12,833	\$3,500	\$12,833	\$3,500	\$12,083	\$3,500	\$12,085	\$3,500					100.00%	\$120,000
		\$47,499				\$28,416				\$47,501									

https://docs.google.com/spreadsheets/d/1dy_PivufX-B0z84zlYbYeTYCR3s9JU4dGfI7AGZOk0/edit?usp=sharing